

CWTC24 Programme - Wednesday 22.05.2024

Come Together

17:00-22:00

Winzer Krems, Sandgrube 13, 3500 Krems

CWTC24 Programme - Thursday 23.05.2024 I

Registration & Coffee 9:30-10:00, Inner Courtyard Gozzo & GOZ.2 .02

Opening Ceremony 10:00-12:00 GOZ.1.01	Opening & Welcoming	Martin Waiguny & Albert Stöckl	
	Key Note	Haiyan Song	The demand for retail tourism – analysis of a global survey
	Plenary Sessions	Julia Beelitz Roberta Crouch, Ulrich Orth, Naser Pourazad, Coralie Haller	Culinary excellence and destination marketing Wine quality or safety? Can beliefs about health safety influence desire to visit

Lunch Break 12:00-13:30, Piaristensaal

Session 1 Gastronomy Innovations & Experiential Enhancements 13:30-15:30 GOZ.U.01	13:30-13:40	Session Chair: Axel Dreyer	Session Opening
	13:40-14:05	Gergely Szolnoki, Christoph Kiefer, Fabian Helmut Noll	Campers in the vineyard – innovative combination of caravanning and wine tourism
	14:05-14:30	Jens Rüdiger, Axel Dreyer	Staging experiences with gamification-a process model, tested with geocaching in wine tourism
	14:30-14:55	Nico Stengel	Culinary tourism as an opportunity for rural areas – Regional products at providers of farm holidays in the Allgäu region
	14:55-15:20	Justin Lennon, Chris Greenwood	Investment trends in whisky interpretation and visitor services: implications for the wider visitor attractions sector
	15:20-15:30	Session Chair: Axel Dreyer	Session Closing
Session 2 Wine Tourism Sustainability & Community Engagement 13:30-15:30 GOZ.1.01	13:30-13:40	Session Chair: Ulrich Orth	Session Opening
	13:40-14:05	Ulrich Orth, Jule Timm, Anna-Lena Sager, Stephanie Tischler	The restorative capacity of biodiversity in rural landscapes: Evidence from a quasi-experiment
	14:05-14:30	Maria del Pilar Leal Londoño	The landscape assessment by tourists in wine tourism experiences
	14:30-14:55	Isabel Kottmann, Jochen Heussner, Jon Hanf	Residents as brand ambassadors for winegrowing regions
	14:55-15:20	Tim Harms, Christian Eilzer, Bernd Eisenstein, Werner Gronau	Hiking and tasting - exploring tourism synergies in between hiking and culinary experiences
	15:20-15:30	Session Chair: Ulrich Orth	Session Closing

Coffee Break 15:30-16:00, Inner Courtyard Gozzo & GOZ.2.02

CWTC24 Programme - Thursday 23.05.2024 II

Workshops 16:00-17:30	16:00-16:40	Georg Schweitzer, GOZ.2.01	Burgenland Wein	Wines of Burgenland: Trilogy story of white, red and sweet	
		Katharina Moser & Sarah Schmolmüller, GOZ.2.02	Vitikultur Moser & Dirndl am Feld	How diversity enables enjoyment! - Biodiversity promotes the individuality of food bringing enjoyment to the glass and the plate	
		Michael Lee, GOZ Wine Cellar	Natural Wine Society	Natural Wines: An introduction and suggestions for their assessment	
		Bernhard Sattler, GOZ.U.01, 90 min	Riedel, Wine Glass Company	Each wine style requires the ideal glass: A demonstration	
	16:40-16:50	Shift of Rooms			
	16:50-17:30	Georg Schweitzer, GOZ.2.01	Burgenland Wein	Wines of Burgenland: Trilogy story of white, red and sweet	
		Katharina Moser & Sarah Schmolmüller, GOZ.2.02	Vitikultur Moser & Dirndl am Feld	How diversity enables enjoyment! - Biodiversity promotes the individuality of food bringing enjoyment to the glass and the plate	
		Michael Lee, GOZ Wine Cellar	Natural Wine Society	Natural Wines: An introduction and suggestions for their assessment	
Bernhard Sattler, GOZ.U.01, 90 min		Riedel, Wine Glass Company	Each wine style requires the ideal glass: A demonstration		

Social Dinner

18:30 - 22:00

Welterbeplatz 1, 3500 Krems

Ship: „MS Mariandl“

CWTC24 Programme - Friday 24.05.2024 I

Session 3 Sustainable Gastronomy & Wine Tourism 9:00-10:30 GOZ.U.01	9:00-9:10	Session Chair: Gergely Szolnoki	Session Opening
	9:10-9:35	Antonella Vastola, Angelo D'Amico, Giuseppe D'Amico, Anna Astarita	Quantifying and communicating the sustainability of the culinary system: the case study of "Locanda Radici" restaurant
	9:35-10:00	Gergely Szolnoki, Maximilian Tafel	Analysing the main drivers and barriers of sustainable wine tourism
	10:00-10:25	Francois Durrieu, Frederic Ponsignon, Thierry Lorey	Designing for a memorable experience in wine tourism: The role of personal authenticity, visitor participation and eco-label confusion
	10:25-10:30	Session Chair: Gergely Szolnoki	Session Closing
Session 4 Digital Influence & Virtual Experiences 9:00-10:30 GOZ.1.01	9:00-9:10	Session Chair: Laura Ehm	Session Opening
	9:10-9:35	Laura Ehm, Christoph Bagossy	Influencers and their followers: An empirical analysis of food influencers' posting behaviour and related user engagement on TikTok and Instagram
	9:35-10:00	Jean-Eric Pelet, Coralie Haller	Immersive wine tourism pedagogy in the metaverse NFTs as potential rewards for graduation
	10:00-10:25	Tatiana Bouzdine-Chameeva, Ulrich R. Orth, Caroline Meyer	Virtual winery tours: Congruency effects
	10:25-10:30	Session Chair: Laura Ehm	Session Closing
Coffee Break 10:30-11:00, Inner Courtyard Gozzo & GOZ.2.02			
Session 5 Consumer Behavior & Market Dynamics 11:00-13:00 GOZ.U.01	11:00-11:10	Session Chair: Daniel McCole	Session Opening
	11:10-11:35	Albert Stöckl, Denise Kleiss, Florian Teurezbacher, Stephanie Tischler, Yu Song	Analyse der Kaufbestimmungsfaktoren des Chinesischen Weinkonsumenten
	11:35-12:00	Steffen Spiegel	In the shadow of the Middle Rhine Valley: Wine tourism along the Lahn River
	12:00-12:25	Daniel McCole	A rising tide lifts all corks: How wine tourism benefits the wine industry through increased "Product Involvement"
	12:25-12:50	Knut Scherhag, Lena Reichle	Tourist co-operation products in wine growing regions
	12:50-13:00	Session Chair: Daniel McCole	Closing

CWTC24 Programme - Friday 24.05.2024 II

Session 6 Cultural Identity & Authenticity 11:00-13:00 GOZ.1.01	11:00-11:10	Session Chair: Marianna Sigala	Session Opening	
	11:10-11:35	Claudia Bauer-Krösbacher, Sandra Guinand	Tourism potentials and authenticity. A case study on the Brunnenmarkt in Vienna	
	11:35-12:00	Stephanie Tischler, Bernhard Reichenvater	The perception of culinary tourism destinations – The case of the “Mostviertel” as a pear cider region	
	12:00-12:25	Marianna Sigala	Tasting the intangible: Embedding culture in wine tourism experiences	
	12:25-12:50	Sonja Pfnier, Daniela Wagner	What defines Viennese cuisine? An analysis based on Harrington's model of gastronomic identity	
	12:50-13:00	Session Chair: Marianna Sigala	Session Closing	
	Lunch Break 13:00-14:30, Piaristensaal			
Interactive Postersession 14:30-15:30 GOZ.1.01	14:30-14:40	Matthew Bauman, Coy Callison	What’s in an American wine label? A content analysis of best-selling U.S. wines	
	14:40-14:50	Laura Dietachmair, Albert Stöckl, Jens Ennen, Markus Eitle	Employee shortage in the Austrian hotel Industry	
	14:50-15:00	Antonia Louka, Markus Walter Eitle, Albert Stöckl	The composition of wine lists in Germany's three-Michelin-starred restaurants: A 2023 analysis	
	15:00-15:10	Lili Kertész Tünde, Giancarlo Fedeli	Social media influencers’ practices and the perceptions of social media users in multicultural contexts: The case of Dubai	
	15:10-15:20	Daniel Moscovici, Albert Franz Stöckl, Stephanie Tischler, Markus Eitle, Claudia Dolezal	Sustainable wine in Austria: Certification and consumers	
	15:20-15:30	Ben Arviv, Amir Shani, Yaniv Poria	Delicious – but is it authentic: Consumer perceptions of ethnic food and ethnic restaurants	
	14:30-15:30	Irem Eren	BevZero	The world of no & low alcohol wines
		Jonathan Beck	Burgenland	Wines of Burgenland
Florian Retzl		Vinea Wachau	Wines of Wachau	
Verena, Zembacher		PIWI International	Fungus Tolerant Cultivars - Research Wines	
Coffee Break 15:30-16:00, Inner Courtyard Gozzo & GOZ.2.02				

CWTC24 Programme - Friday 24.05.2023 III

Workshops 16:00-17:30	16:00-16:40	Irem Eren GOZ.2.01	BevZero	The world of no & low alcohol and dealcoholization: Market, consumer trends and technical focus	
		Hans Reisetbauer GOZ Wine Cellar	Reisetbauer Distillery	One of Austria's leading spirit producers presents gin and fruit bandies	
		Maria Ettlinger GOZ.2.02	Moststraße	Austrian still pear ciders and locally baked bread: A perfect match	
		Bernhard Sattler GOZ.U.01, 90 min	Riedel, Wine Glass Company	Each wine style requires the ideal glass: A demonstration	
	16:40-16:50	Shift of Rooms			
	16:50-17:30	Irem Eren GOZ.2.01	BevZero	The world of no & low alcohol and dealcoholization: Market, consumer trends and technical focus	
		Hans Reisetbauer GOZ Wine Cellar	Reisetbauer Distillery	One of Austria's leading spirit producers presents gin and fruit brandies	
		Maria Ettlinger GOZ.2.02	Moststraße	Austrian still pear ciders and locally baked bread: A perfect match	
Bernhard Sattler GOZ.U.01, 90 min		Riedel, Wine Glass Company	Each wine style requires the ideal glass: A demonstration		
Closing Ceremony & Awards 17:30-18:00, GOZ.1.01		Albert Stöckl & Markus Eitle			

CWTC24 Programme - Saturday 25.05.2023

Excursion VieVinum 9:00-18:30	09:00	Departure Krems-Vienna	Steiner Tor/Südtirolerplatz, Krems
	10:30	Arrival at Vienna	Entrance Vievinum, Hofburg Vienna
	17:00	Departure Vienna-Krems	Entrance Vievinum, Hofburg Vienna
	18:30	Arrival Krems	Steiner Tor/Südtirolerplatz, Krems